

Station	WPGH-TV PITTSBURGH, PA	Agency	( ) BUYING TIME,LLC	Rep Firm	
Advertiser	( ) POLITICAL		650 MASSACHUSETTS AVE NW, SUITE 210	Sales Office	( ) WASHINGTON
Product	MAGGI FOR PA CD 18		WASHINGTON, DC 20001	Salesperson	( ) KATHRYN SARDINSKY
Estimate#	2120	Agency C/P1/P2/E	369/374/2120		
Buyer	LIZ DOME	Flight Dates	10/09/2012 - 10/15/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V3 10/8 SEE LNS 1-3 FOR REVISIONS

OT \$2850

NEW TOTAL \$2950

TOTAL ADDED \$100

PLS CF -TAHNKS - KAT

V9 10/17 SEE ALL LINES FOR NA'S & LUR REBATES

TOTAL CREDIT - \$1600

REVISED TOTAL \$1350

THANKS - KAT

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--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/09-10/15	10P-11P	NEWS	:30	\$450.00	TU-F,M	3	1	3	\$1,350.00
2	10/09-10/15	630P-7P	2.5 MEN	:30	\$350.00	TU-F,M	0	0	0	\$0.00
3	10/09-10/15	6P-630P	BIG BANG	:30	\$350.00	TU-F,M	0	0	0	\$0.00

---REPORT TOTALS---

Report Totals: 3 / \$1,350.00

---SALES MONTHLY TOTALS---

Oct 12: 3 / \$1,350.00  
Sales Totals: 3 / \$1,350.00  
Station Totals: 3 / \$1,350.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$45,000	CABL	0%	KDKA	43%	UNKN	0%	WPCW	0%	WPGH	3%
		WPMY	0%	WPXI	31%	WTAE	23%				

Books null  
Demos RA35+

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